

WHAT WE SET OUT TO DO

Troy pulls together the work of many to do **BIG things**. We have the opportunity to attract the next wave of investment, talent, and amenities that will make our city's next generation even **stronger and more vibrant** than the last. To do it, we are crafting a community-driven, action-oriented strategic development plan that will guide our efforts to achieve **extraordinary results**. This presentation outlines the draft strategies and concepts for that plan.

WHO WE ARE

MKSK STUDIOS

Urban Design + Public Space



GREENSTREET

Market Analysis + Strategy



BLDG

Brand + Story Activation



bldgrefuge.com

LJB

Civil Engineering + Infrastructure





PLAN OWNERS

Troy Main Street

City of Troy

The Troy Foundation

Troy Development Council

The Duke Foundation

The Community

OUR PROCESS

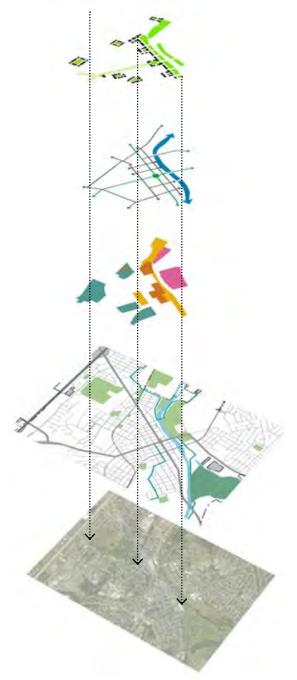
We craft action-oriented, strategic investment plans that leverage cities' inherent strengths and history to organize existing partners, recruit new ones, prioritize and interconnect key efforts, align funding, and share that place's unique story with the world to attract the best and brightest employers, talent, and families.

3 STEP PROCESS

Understanding

Idea Testing

Deciding and Doing



Public Space, Placemaking and Activation

Connectivity Infrastructure

Development Focus Areas

Existing Parks and Open Space Network

Existing Conditions

OUR PROCESS

We craft action-oriented, strategic investment plans that leverage cities' inherent strengths and history to organize existing partners, recruit new ones, prioritize and interconnect key efforts, align funding, and share that place's unique story with the world to attract the best and brightest employers, talent, and families.

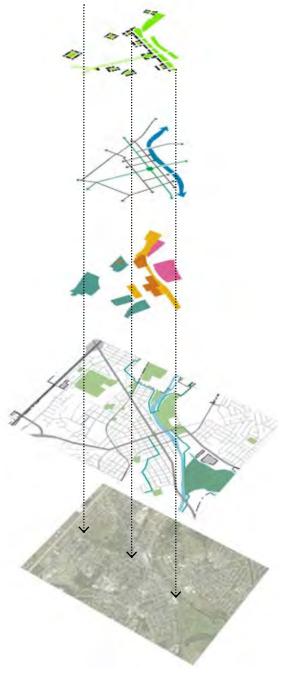
3 STEP PROCESS

Understanding

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WHAT WE HAVE LEARNED

WHAT WE LEARNED

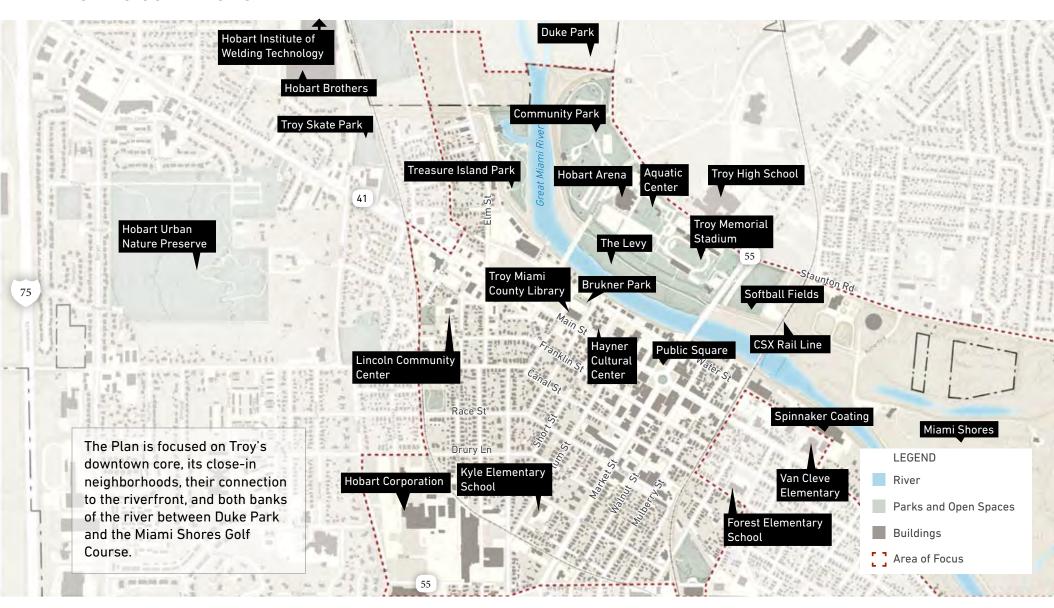
What follows is a summary of what was learned in the first phase of the Plan. The core components of this summary are:

- 1. A **visual summary of the stakeholder engagement** that describes the strongest aspects of Troy, its weak spots, areas of greatest opportunity, and areas to prioritize investment.
- 2. A demographic and real estate market snapshot describing what is going on in Troy's economy, its demographic forces that affect the trendline in its economy, comparisons to comparable cities, and preliminary recommendations about Troy's opportunities for growth.
- 3. A Vision for what Troy will be in five or ten years.
- 4. A Mission for what this Plan should accomplish.
- 5. Five **Objectives** that will guide the Plan owners and their partners to fulfill the Plan's Mission and realize its Vision.



STUDY AREA

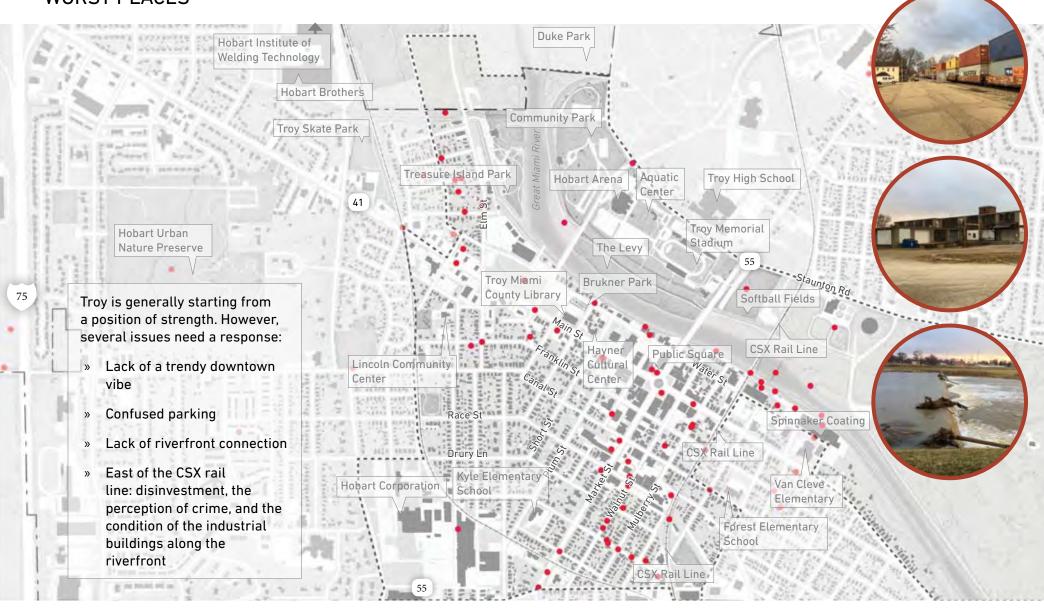
EXISTING CONDITIONS



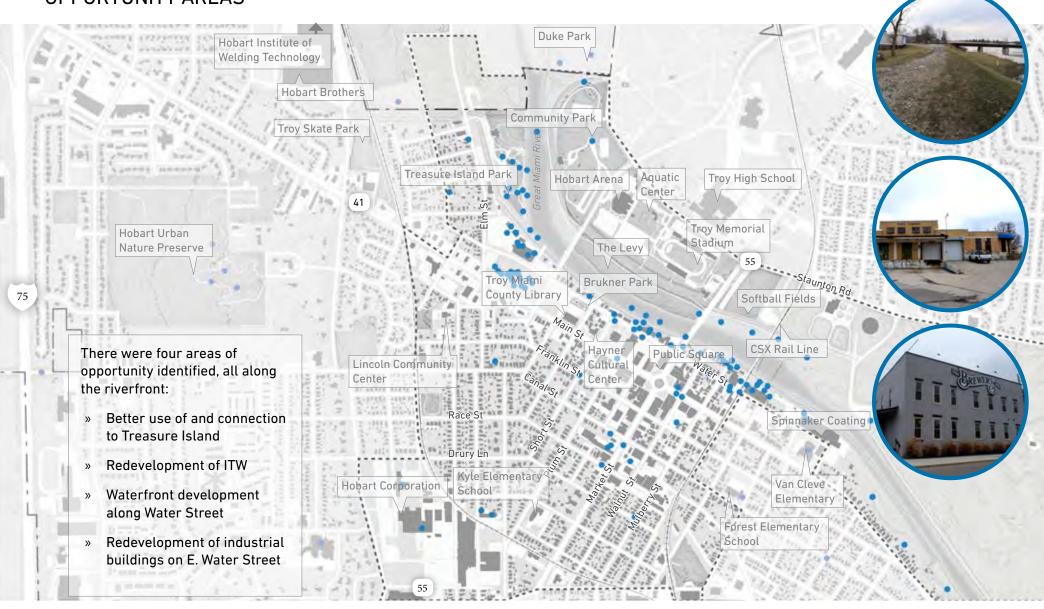
BEST PLACES



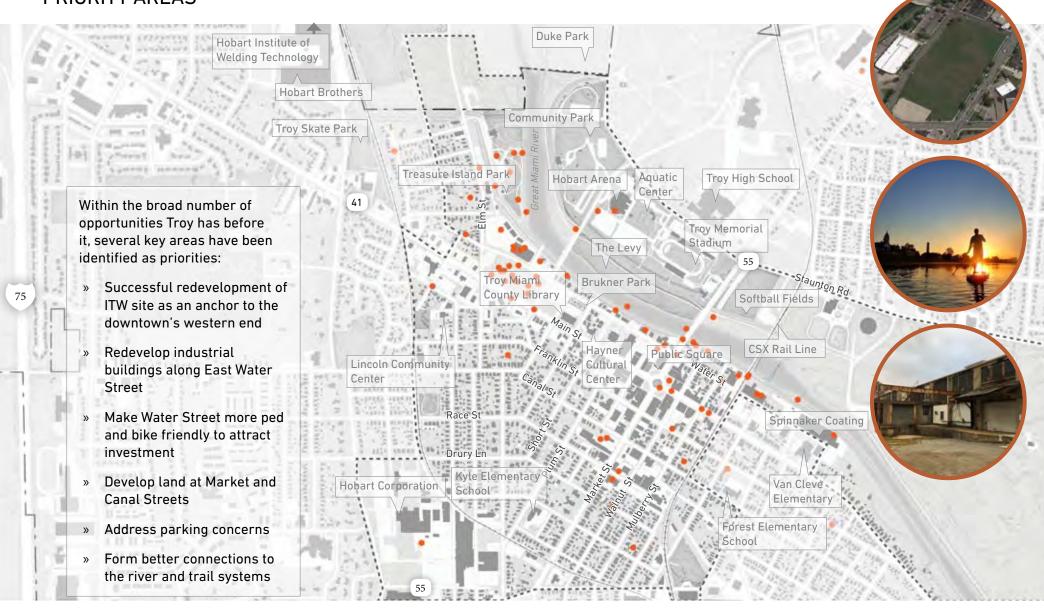
WORST PLACES



OPPORTUNITY AREAS



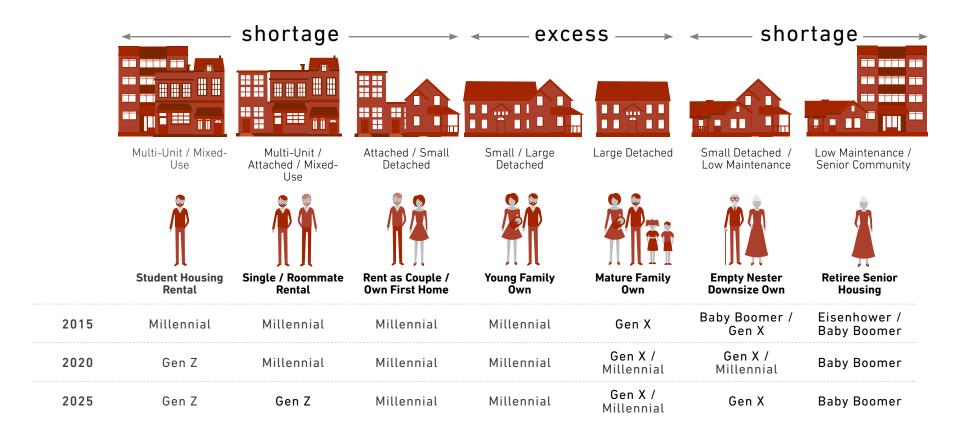
PRIORITY AREAS



MARKET ANALYSIS: RESIDENTIAL

HOUSING DIVERSITY ATTRACTS AND RETAINS PEOPLE AT ALL LIFE-STAGES. TROY'S CHANGING DEMOGRAPHICS WILL DRIVE NEW HOUSING DEMAND THAT DOES NOT MATCH ITS CURRENT SUPPLY.

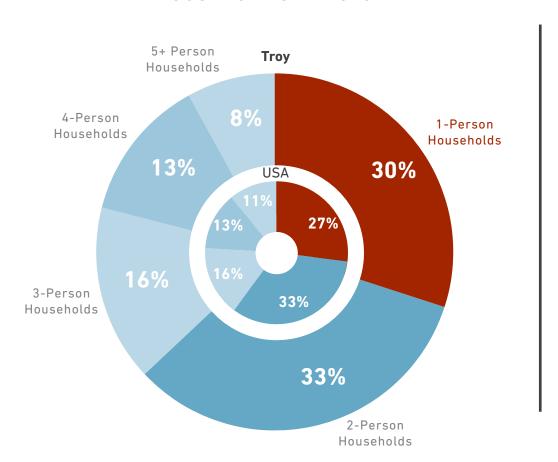
HOUSING TYPE BY GENERATION



MARKET ANALYSIS: RESIDENTIAL

AGE ISN'T THE ONLY FACTOR IN CHANGING HOUSING DEMAND. HOUSEHOLD SIZE AND MAKE-UP ALSO AFFECT WHAT IS NEEDED. OVER THE NEXT 15 YEARS, HALF OF ALL DEMAND IN THE U.S. WILL BE FROM SINGLE-PERSON HOUSEHOLDS

HOUSEHOLD SIZE 2010



CHANGE IN HOUSEHOLD SIZE

2.40

2000 Troy Average Household Size



2.35

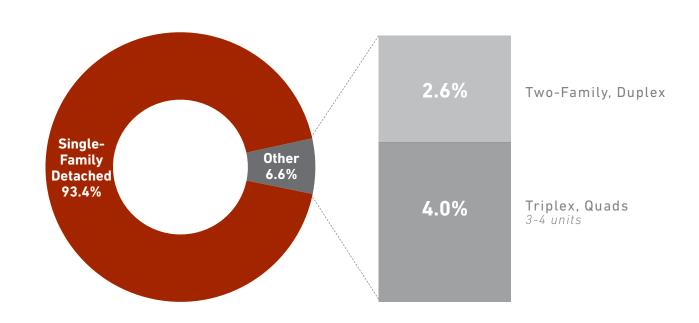
2021 Troy Average Household Size

Source: U.S. Census & ESRI

MARKET ANALYSIS: RESIDENTIAL

TODAY, ABOUT 93 PERCENT OF WHAT GETS BUILT IN TROY IS SINGLE-FAMILY DETACHED. BUT ONLY HALF OF NATIONAL CONSUMERS PREFER THAT, LEAVING ABOUT A THIRD OF HOUSEHOLDS WANTING SOMETHING ELSE WITHOUT A WAY TO GET IT

DEMAND NOT DRIVING SUPPLY 2015 HOUSING PERMITS



MARKET ANALYSIS: RETAIL

THE FOLLOWING MAP SHOWS THE DOWNTOWN TRADE AREA—A 15 MINUTE WALK FROM THE PUBLIC SQUARE. ABOUT \$30 MILLION OF THESE HOUSEHOLDS' EXPENDITURES LEAVE THE AREA

15 MINUTE WALK





\$55,824,721

Total sales 2016

The total 2016 sales in retail, food, and drink in a 15 minute walk area surrounding downtown Troy.



\$85,284,829

Household Expenditures 2016

The 2016 total household expenditures of the 1,999 households in Downtown Troy

MARKET ANALYSIS: RETAIL

DOWNTOWN TROY'S CONTINUED SUCCESS AS A COMMERCIAL AND ENTERTAINMENT DESTINATION CAN CONTINUE TO GROW MODESTLY FOR THE FORESEEABLE FUTURE. NEW VISITOR AND EMPLOYEE SPENDING COULD FURTHER INCREASE DEMAND

RETAIL DEMAND TABLE

	Low	High
New Annual Commercial	3,800 Square Feet	6,400 Square Feet
Retail Demand*	•	





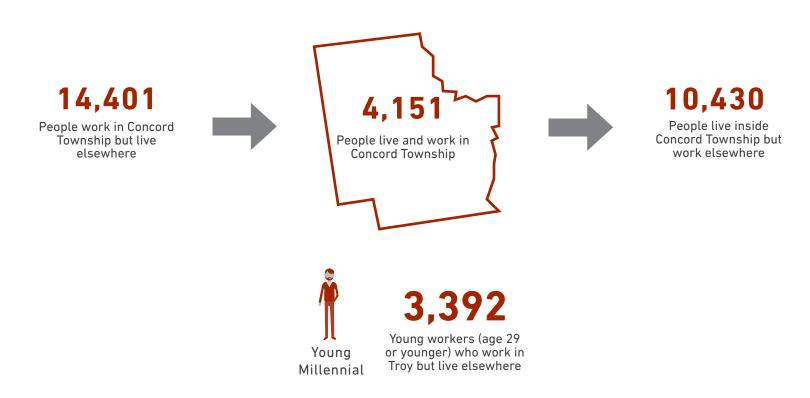


^{*}This demand is projected from growth in household spending. Due to a lack of data sources, visitor and employee spending is not accounted for in this analysis. Source: Greenstreet Ltd.

MARKET ANALYSIS: OFFICE

CONCORD TOWNSHIP IS AN EMPLOYMENT HUB, AS THE COUNTY SEAT AND HOME TO MANY LARGE EMPLOYERS. FEW PEOPLE LIVE AND WORK WITHIN THE TOWNSHIP, HOWEVER, WHICH IS ESPECIALLY PRONOUNCED AMONG YOUNGER HOUSEHOLDS

EMPLOYEE INFLOW/OUTFLOW



MARKET ANALYSIS: OFFICE

FROM MODEST JOB GROWTH AND POTENTIALLY ATTRACTING NEW BUSINESSES, DOWNTOWN TROY CAN EXPECT TO SEE MODEST NEW OFFICE DEMAND

OFFICE DEMAND TABLE

	Low	High
Commercial Office Space	2,800 Square Feet	4,000 Square Feet







MARKET ANALYSIS: SUMMARY

TROY IS AMONG MANY COMMUNITIES STRUGGLING TO ATTRACT NEW WORKING AGE RESIDENTS DUE TO A LACK OF ENTRY LEVEL HOUSING OPTIONS, TRANSPORTATION, LATE NIGHT ENTERTAINMENT OPTIONS, AND LOCAL EDUCATIONAL RESOURCES

TOP FACTORS FOR WORKFORCE ATTRACTION AND RETENTION

Millennials prefer to rent or buy smaller homes, but much of what Troy builds are larger, single-family detached homes.

Troy needs to offer a variety of apartments, including some that are affordable and located downtown.

Land-use regulations and lack of available land restrict developers' ability to build apartments.

Despite the 12,000 available jobs in the 7-county region, employers are often not able to find potential employees with the necessary skills in advanced manufacturing.

Public transportation is insufficient for the transit-dependent (those without cars) living in Miami County and the counties to the north and east. In addition, Dayton's bus service does not come into Miami County.

Source: Greenstreet Ltd., Dayton Development Coalition

MARKET ANALYSIS: SUMMARY

THE FOLLOWING X-FACTORS HAVE THE ABILITY TO CHANGE TROY'S TRAJECTORY. THOSE LISTED HERE ARE NOT COMPREHENSIVE, BUT REPRESENT SOME OF THE LARGEST OPPORTUNITIES OR IMPEDIMENTS THAT ARE LIKELY TO AFFECT DOWNTOWN AND THE RIVERFRONT

X-FACTORS

Demographic Shifts

An aging population's needs must be balanced against attraction of younger households

Supply Shortage

New real estate demand will not be captured if there is not sufficient supply at the right price

Downtown and Riverfront Momentum

Troy should continue to build on the momentum of downtown to attract new investment

Redevelopment of Key Downtown Sites

Limited infill sites should be leveraged to diversify Troy's housing options and provide new commercial space



VISION

WHAT WILL TROY LOOK LIKE IN 5-10 YEARS?

- » Troy will be the most sought after city in which to live, work, learn, and play outside of the Dayton beltway and in Ohio.
- » Troy will be a place that people want to stay for a weekend, for the season, for a career, to grow up, and to retire.
 - » It will be a powerful recruitment tool in helping area employers fill job vaccancies.
 - » It will attract and retain employers.
 - » It will attract the talent and creativity that will spawn new innovation and the creation of new firms and industries.
 - » It will make a place our sons and daughters want to come back to and our parents want to retire.
 - » It will be where people want to visit regularly.
- » Troy will have higher property values that will make further investment possible.
- » It will be a cradle-to-grave community that attracts young people and provides them a reason to stay with family-friendly amenities.



MISSION

WHAT SHOULD THE PLAN DO?

- » It will provide recommendations for downtown and downtownnear development, public space, infrastructure, programming, and policies that we will pursue over the next five years.
- » It will establish opportunities and roles for civic and business organizations to work toward the shared vision.
- » It will intersect our current and aspirational strengths in food, healthy/active living, aging in place, culture, talent recruitment, and a strong local economy.
- » It will inspire programming, public investments, and the welcoming of new ideas and people while being proud of what makes Troy special.











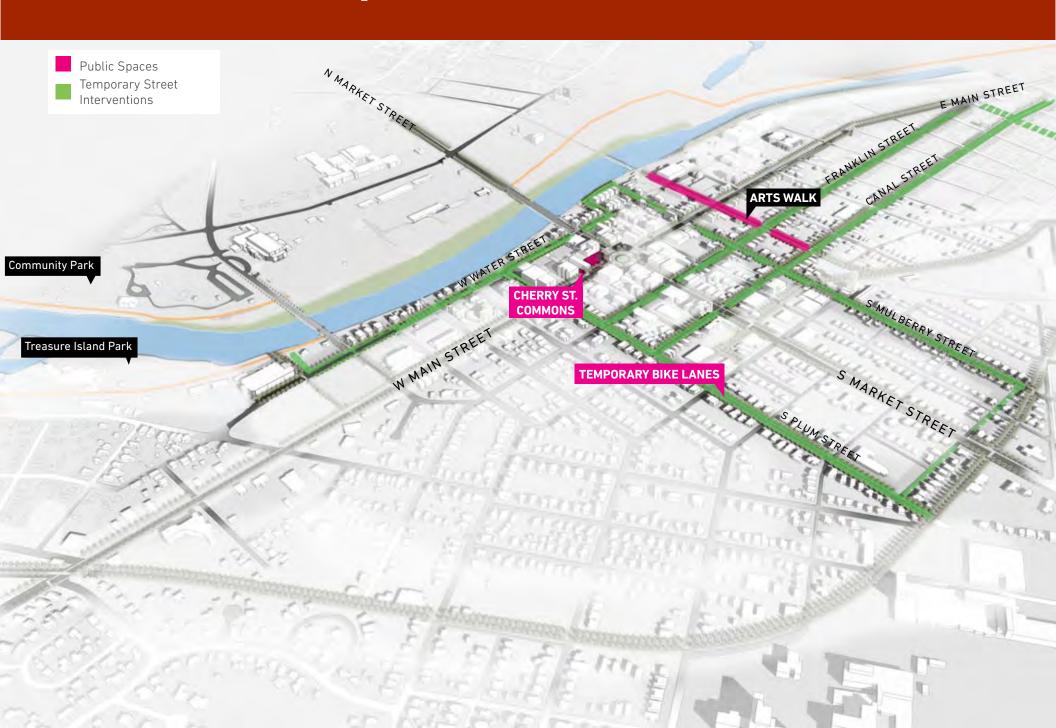


INITIAL CONCEPTS

EXISTING CONDITIONS



0-2 YEARS | PILOT PROJECTS



0-2 YEARS | BIKE LANES

Introduce temporary bike lanes to test and verify bike connection ideas that could help shape the future of Troy.

- Lanes may be created with paint, planters, cones or bollards
- Signage may be created with reclaimed materials or by other inexpensive non-permanent means
- Coordinate with community events to help people further explore Troy and see the full benefits of the new infrastructure.

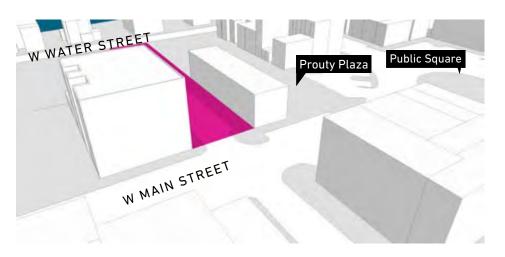


Macon, GA implemented 5 miles of pop-up bike lanes for one week and saw ridership increase 850% during the trial run. >>>

0-2 YEARS | CHERRY STREET COMMONS

Activate a part of Cherry Street with several events as a vibrant extension to Troy's public realm.

- Farm to Family brings chefs who moved away from Troy back into town for a pop-up community dinner where everyone breaks bread together.
- Movie Night create a walk-in downtown movie theater experience for families to come together
- Concert Night complement programming of Prouty Plaza and Treasure Island with music festival or concert



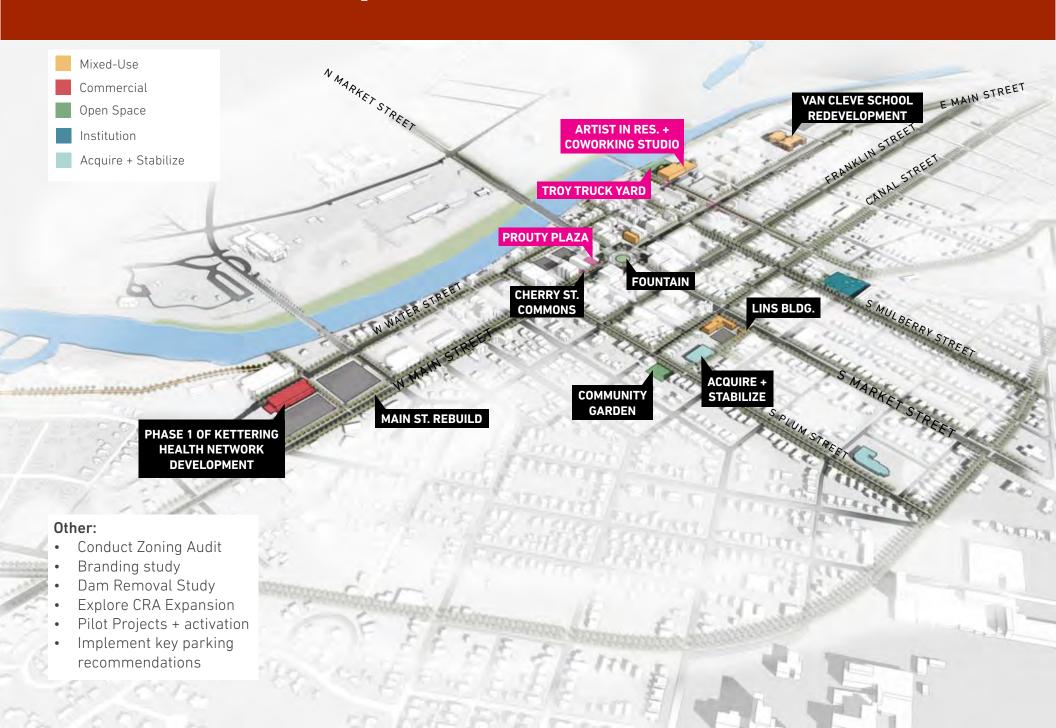






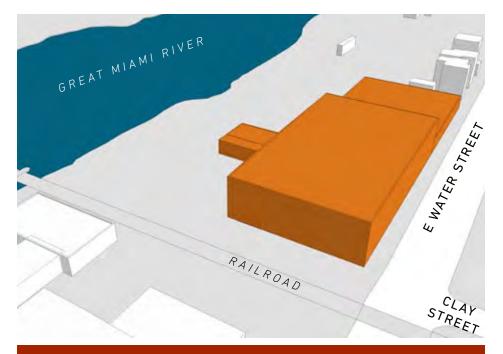


0-2 YEARS | CONNECTIONS AND AMENITIES



0-2 YEARS | ARTIST-IN-RESIDENCY PROGRAM

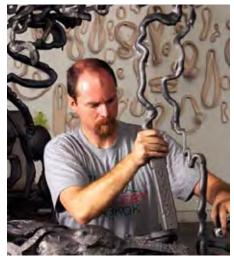
Create a metal working-inspired artist-inresidency program in conjunction with a jointly sponsored applied technology co-working studio to support artists, innovators, small businesses and skill development for area employers.



The John Michael Kohler Arts Center in Sheboygan, WI is an artist-in-residency program that attracts over 200,000 visitors annually.







0-2 YEARS | TROY TRUCK YARD

Create dynamic connection to the river to celebrate the river and city's industrial heritage.

- A variety of different event types can take place to bring the public together with Troy's creative industries.
- May be done with temporary "popup" uses to recruit full time operator as well as partners for the Artist-in-Residency program.













0-2 YEARS | PROUTY PLAZA

Augmenting the design and re-programming Prouty Plaza will improve its ability to serve more effectively as the cultural heart of Troy. Possible programming elements include:

- · Permanent stage
- Restrooms
- Permanent plaza space
- Corner building to help separate the space from highspeed traffic and to provide space for full time and special event food/beverage service.





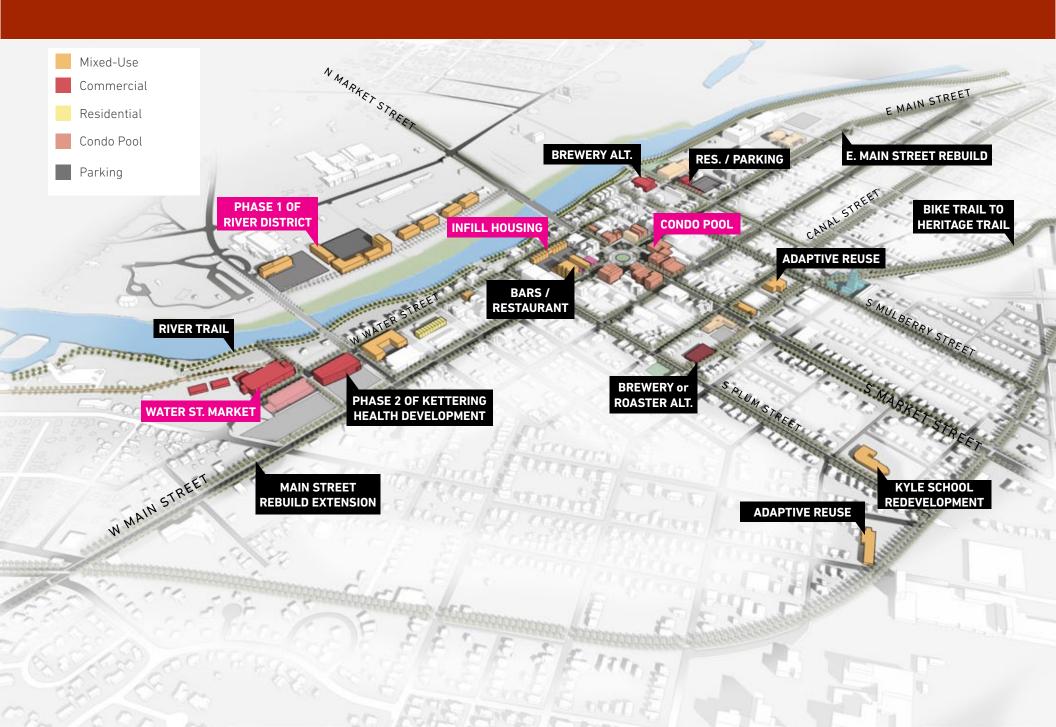
PROUTY PLAZA



PROUTY PLAZA



2-5 YEARS PHASE | INFILL DEVELOPMENT



2-5 YEARS | WATER STREET MARKET









TROY DOWNTOWN RIVERFRONT STRATEGIC DEVELOPMENT PLAN

TROYMAINSTREET.CO

2-5 YEARS | INFILL HOUSING

There exist a number of buildings that may be used for adaptive reuse and vacant lots that may be used for new residential construction.



8 out of 10 people use Downtown for events, entertainment, and food however, only **2 out of 10 people** live in Downtown Troy.







2-5 YEARS | CONDO RENTAL POOL

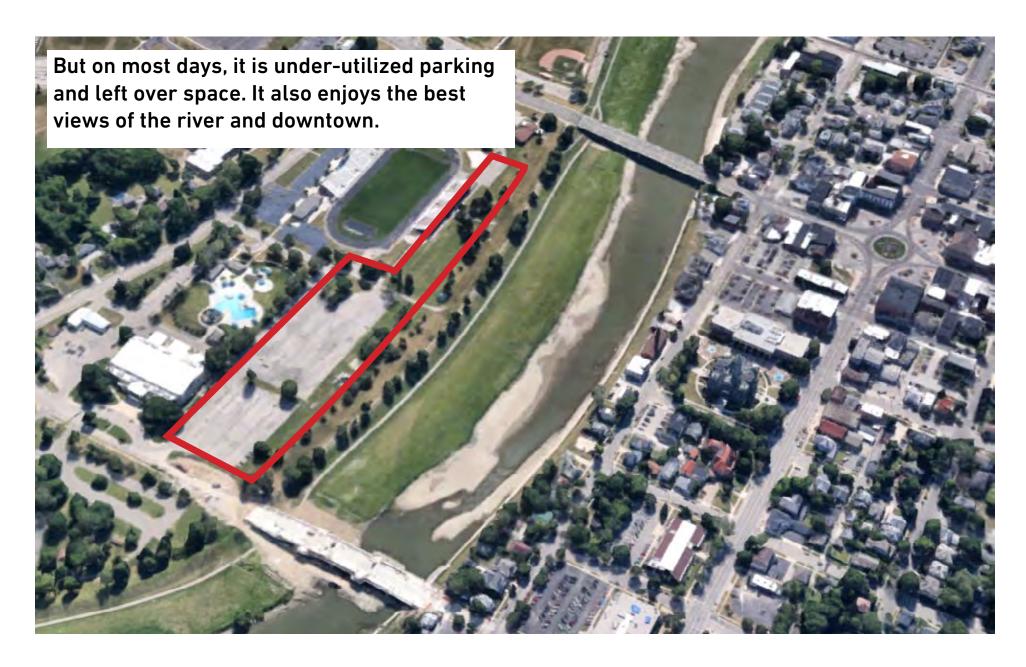
A condo rental pool is a way for individual building owners to adapt upper floors of buildings into condos and for the purchasers of the condos to opt-in to a professionally managed and operated condo rental pool. This allows:

- Incremental reuse of upper floors
- Expands the market for condo developer
- The buyer to offset the cost of the condo purchase
- Allows the buyer to more easily invest in the unit or periodically travel while others rent
- Corporate partners to have extended and short-term lease agreements
- Increase the number of residents downtown
- Increase the number of options for visitors to stay in downtown without building a dedicated hotel









Many communities are re-assessing their riverfronts as the community living room, leveraging development to produce great public space that may be used for events big and small. For Troy, the development of its north riverbank can:

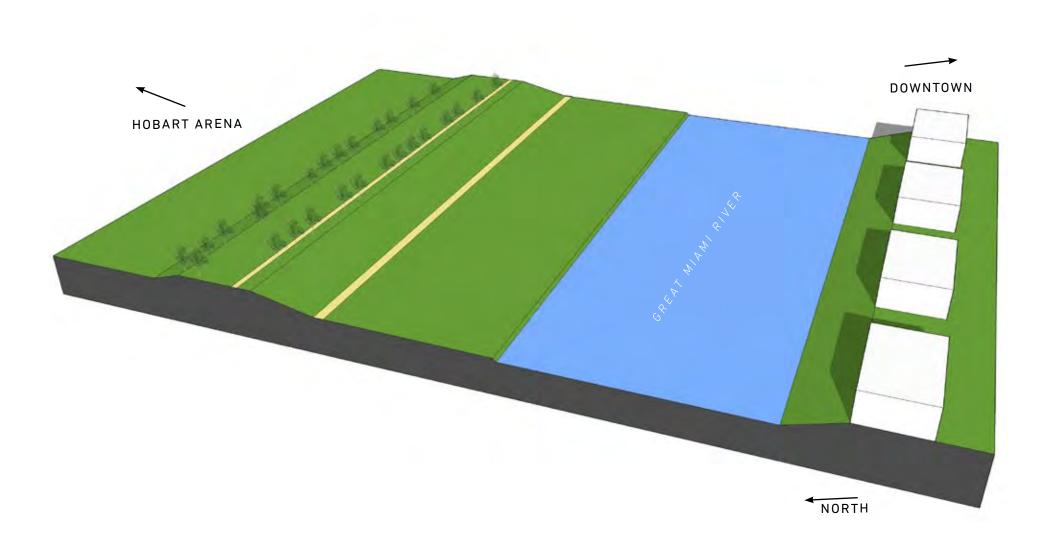
- Better utilize an underperforming asset
- Better connect Hobart Arena to downtown
- Better utilize parking on both sides of the river
- Create a complementary district to downtown that combines residential and hospitality uses
- Improves the levee and riverscape into a great "water room" public space



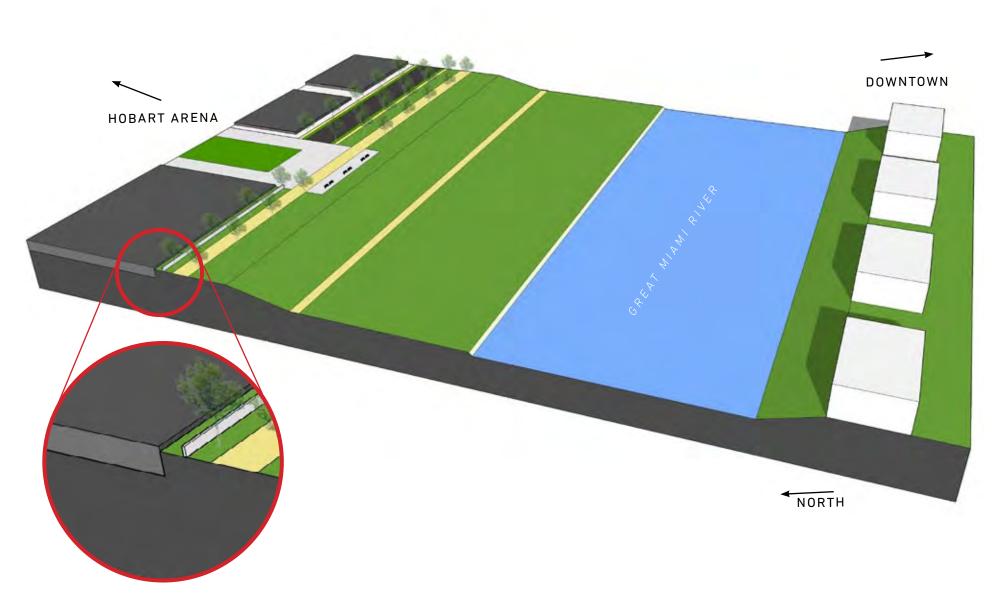


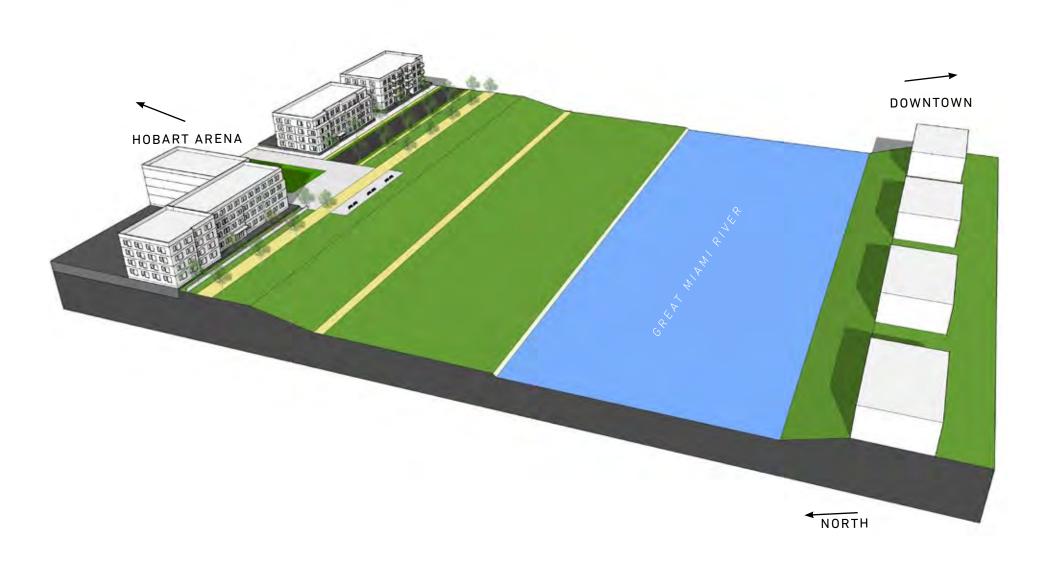


2-5 YEARS | EXISTING LEVEE AND RIVERFRONT

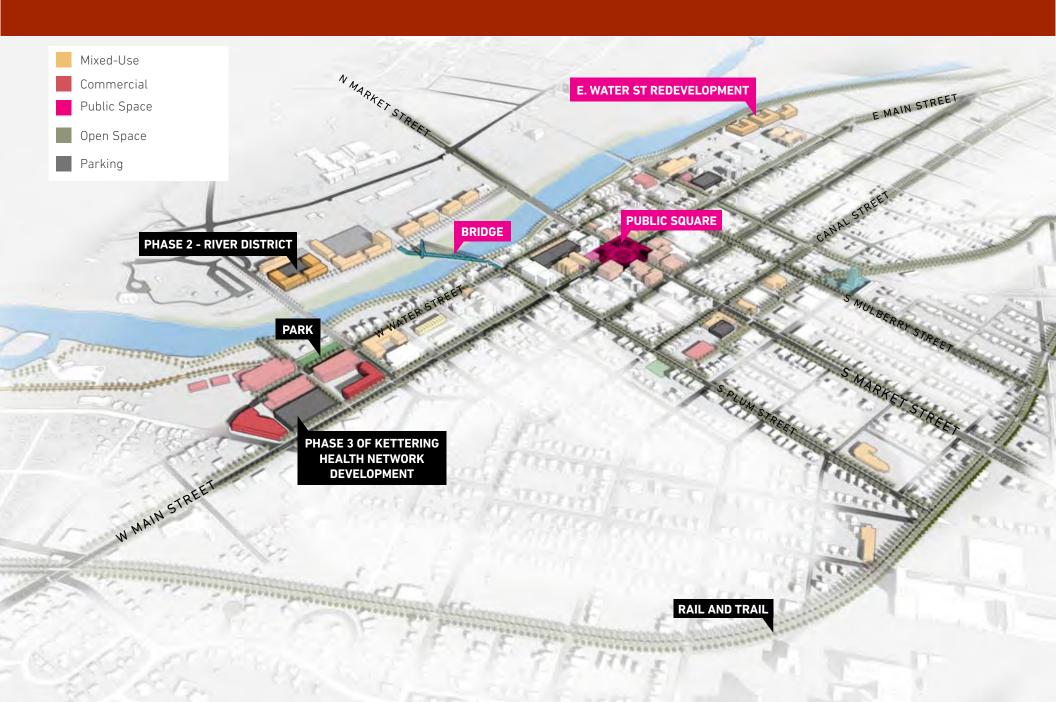


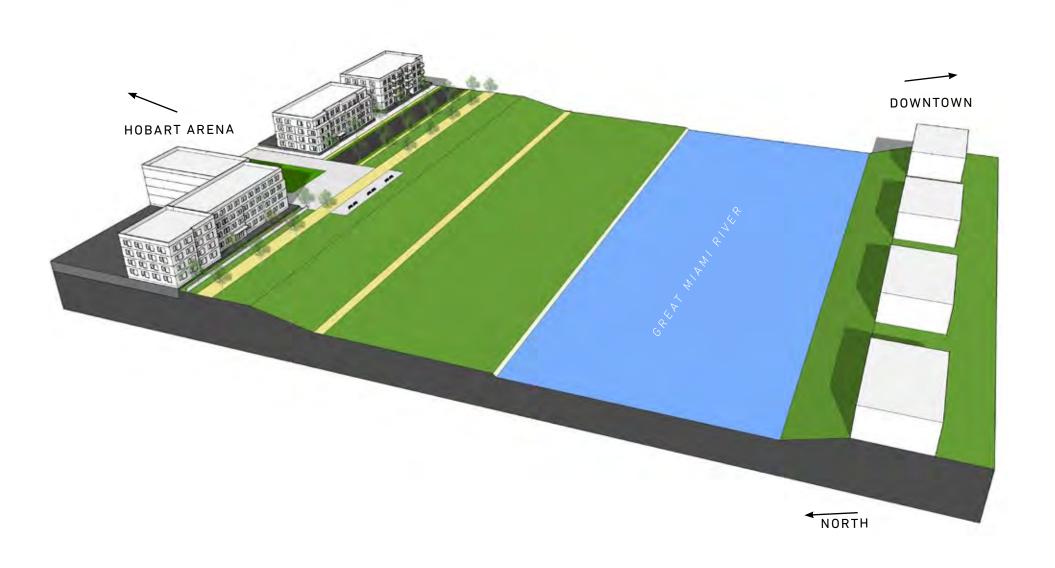
2-5 YEARS | PARKING PODIUM ON NORTH SIDE OF LEVEE



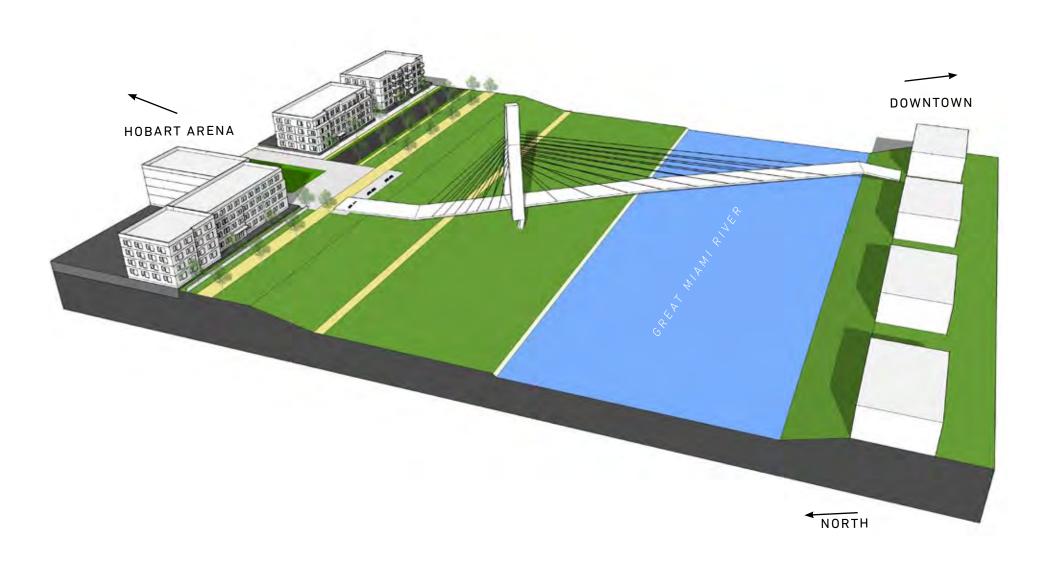


5-10 YEARS | GROW AT EDGES, INVEST AT HEART



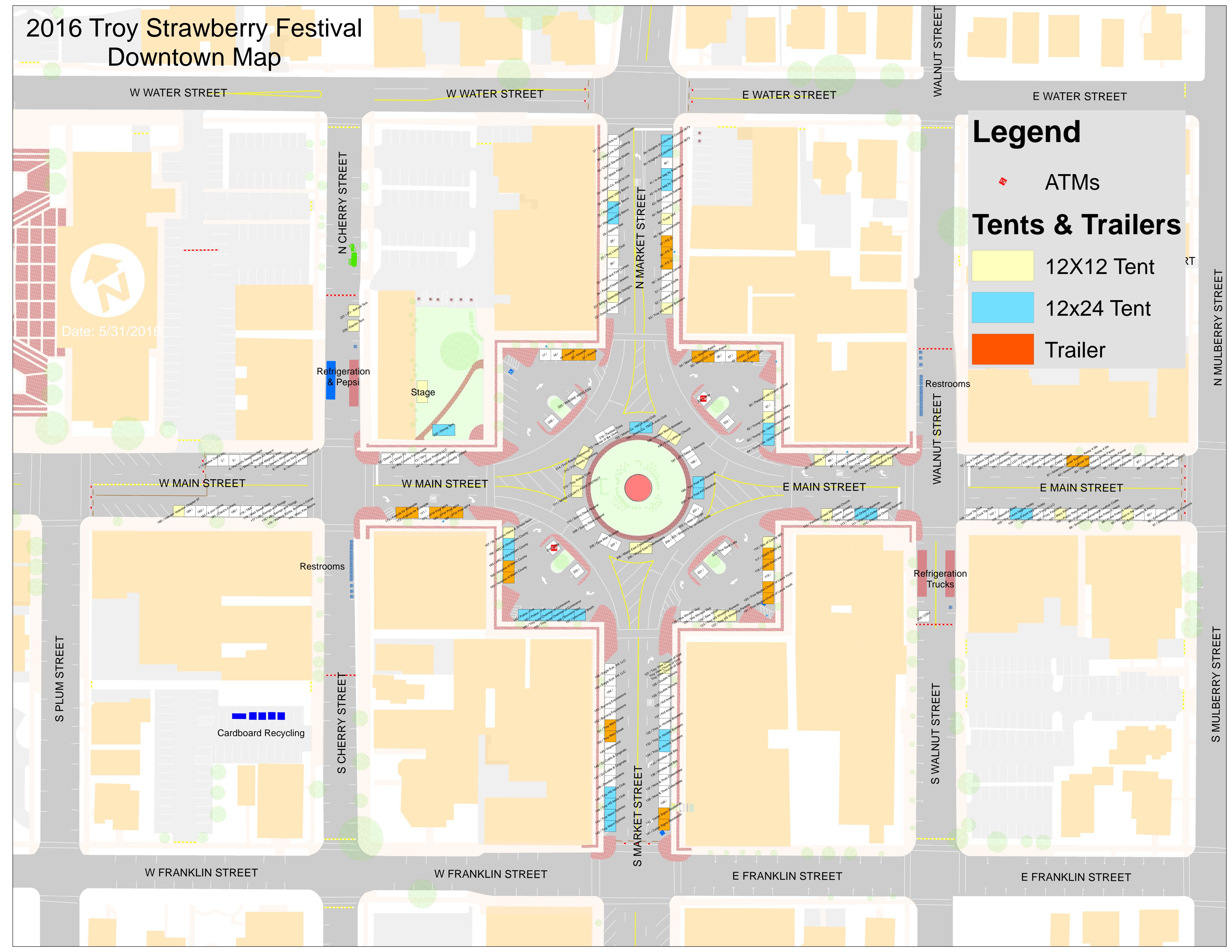


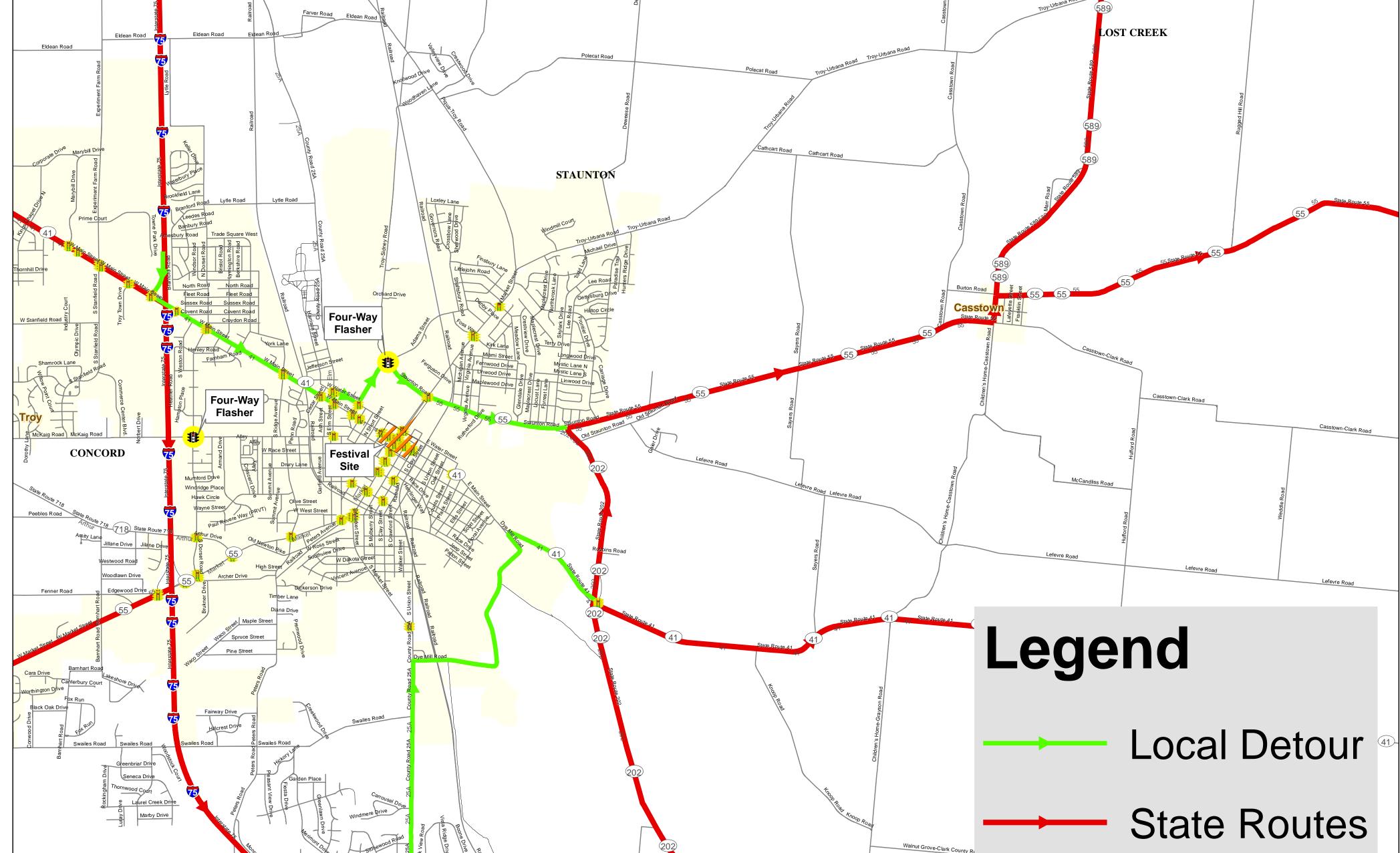
5-10 YEARS | PHASE 2 OF RIVER DISTRICT + BRIDGE



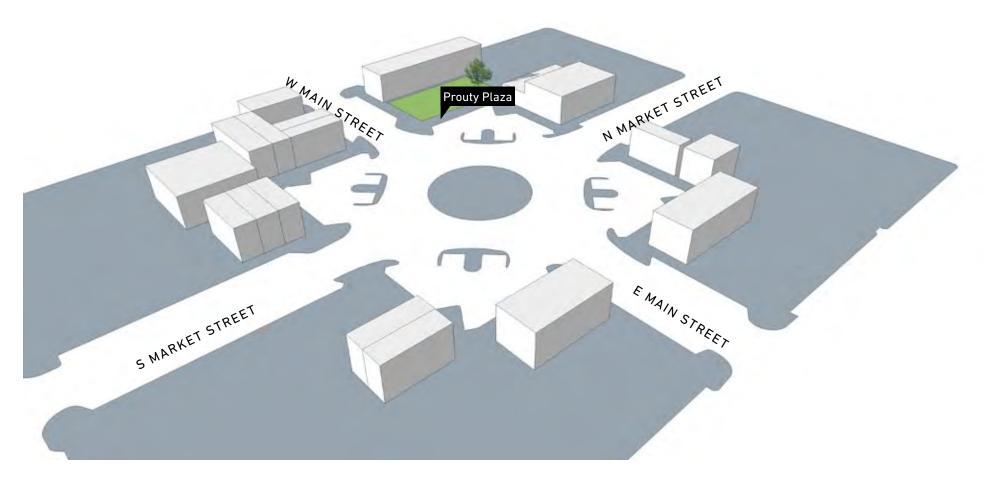
5-10 YEARS | PHASE 2 OF RIVER DISTRICT + BRIDGE





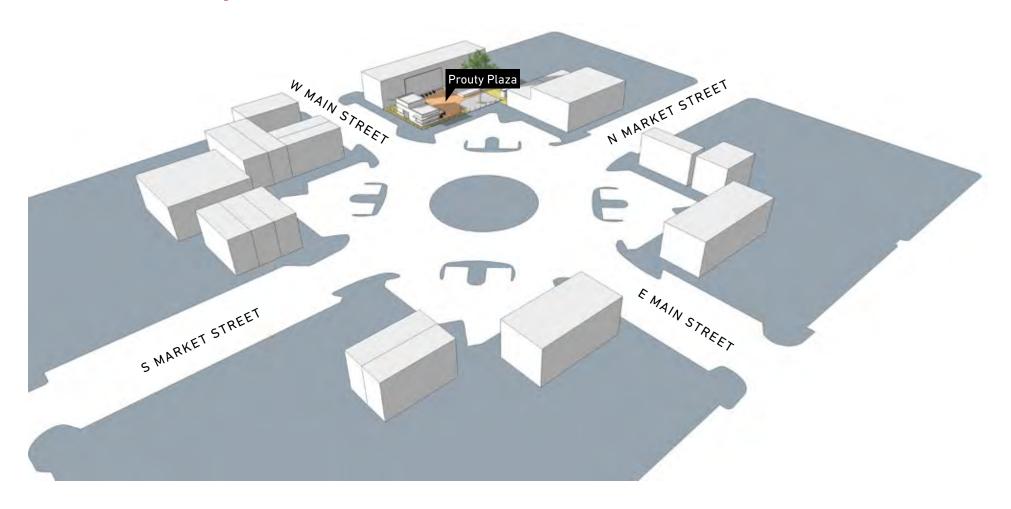


5-10 YEARS | EXISTING PUBLIC SQUARE





5-10 YEARS | IMPROVED PROUTY PLAZA



5-10 YEARS | OPTION 1: IMPROVED ROUNDABOUT



5-10 YEARS | OPTION 2: "SQUAREABOUT"



5-10 YEARS | PUBLIC SQUARE











OPTION 1: ADAPTIVE REUSE



OPTION 2: VAN CLEVES REDEVELOPMENT WITH APARTMENTS



OPTION 2B: VAN CLEVES REDEVELOPMENT WITH APARTMENTS AND TOWN HOUSES



OPTION 3A: INDUSTRIAL BUILDING REDEVELOPMENT INTO RESIDENTIAL



OPTION 3B: INDUSTRIAL BUILDING REDEVELOPMENT INTO OFFICE OR NEW LIGHT INDUSTRIAL



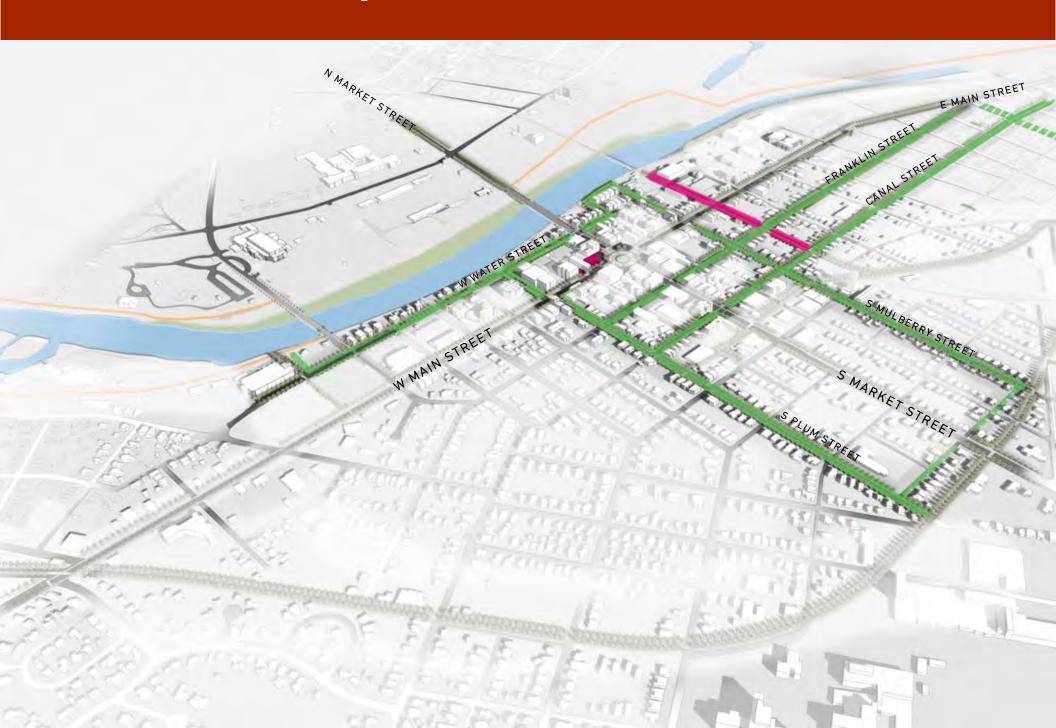
10+ YEARS | FUTURE INITIATIVES



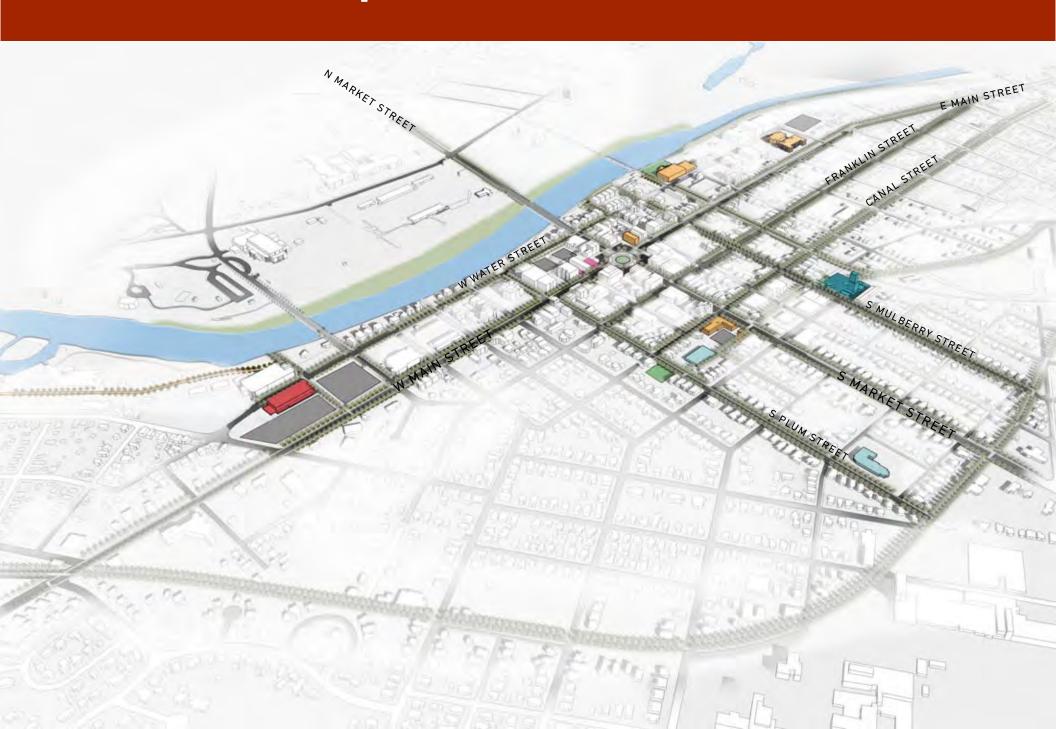
EXISTING CONDITIONS



0-2 YEARS | PILOT PROJECTS



0-2 YEARS | CONNECTIONS AND AMENITIES



2-5 YEARS | INFILL DEVELOPMENT



5-10 YEARS | GROW AT EDGES, INVEST AT HEART



10+ YEARS | FUTURE INITIATIVES



THE VISION



CONNECTIVITY INVESTMENTS

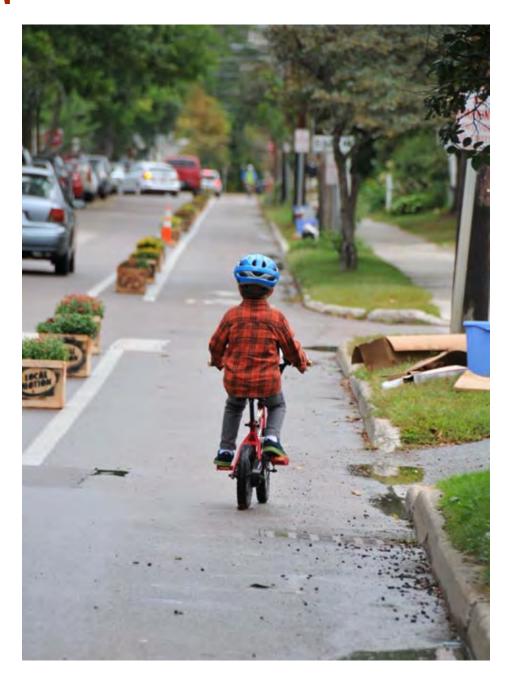
MULTI-MODAL TRANSPORTATION

Two important takeaways about the trail network in Troy:

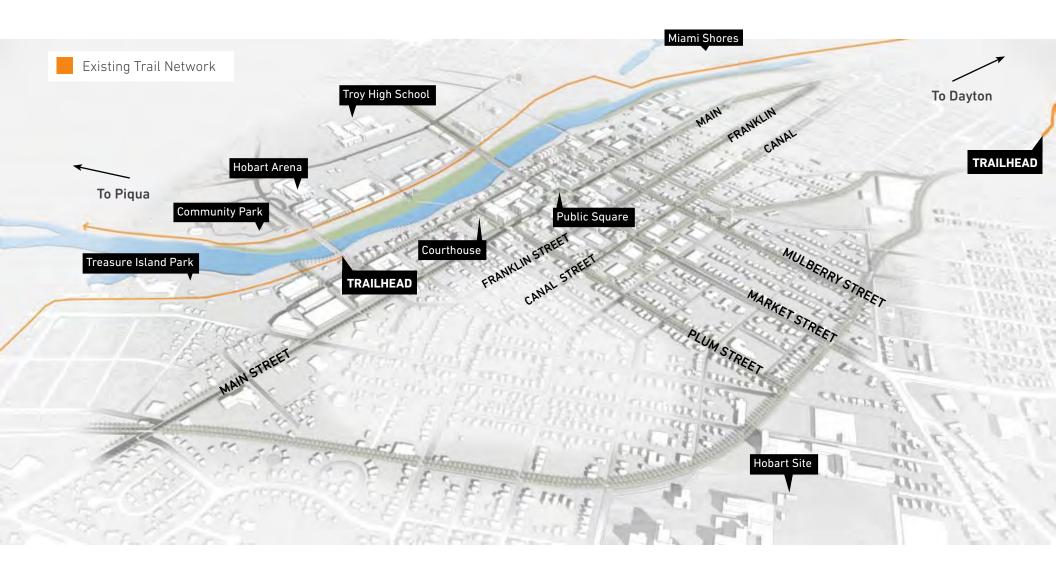
80% of people interact with the River, mainly through the **trails and bridges**, and they are doing it often.

However,

Less than 5% of people use the trails to get to a destination.



CURRENT BICYCLE TRAIL NETWORK



TEMPORARY BICYCLE NETWORK

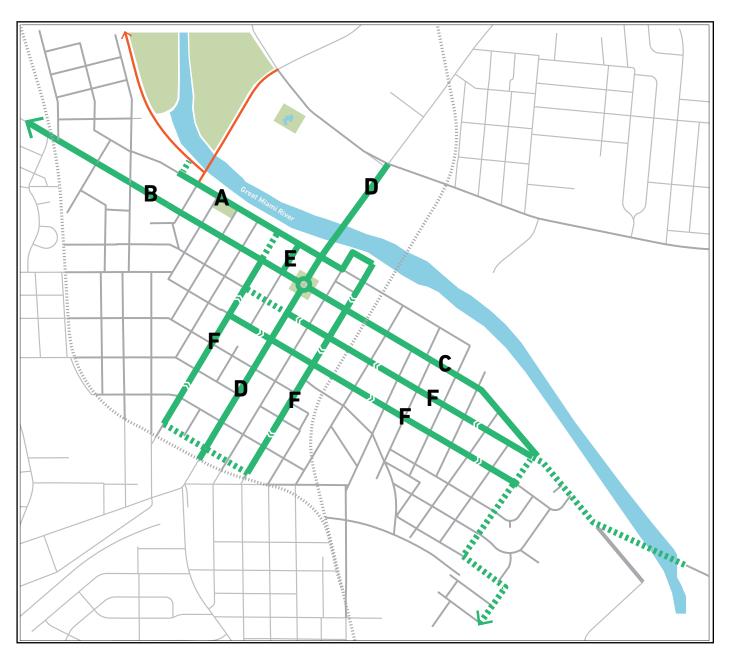


COMPLETE BICYCLE NETWORK

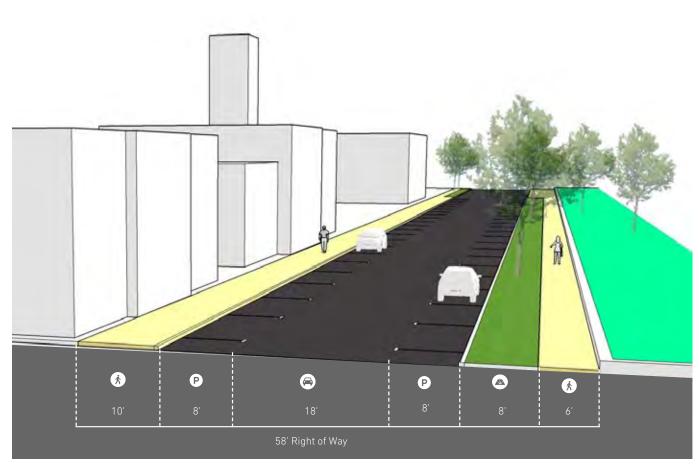


PROPOSED STREET CHANGES

- **A** Water Street
- B- W. Main Street
- C- E. Main Street
- **D** Market Street
- **E** Cherry Street
- F- 60' Streets
 - Plum Street
 - Franklin Street
 - Mulberry Street
 - Canal Street



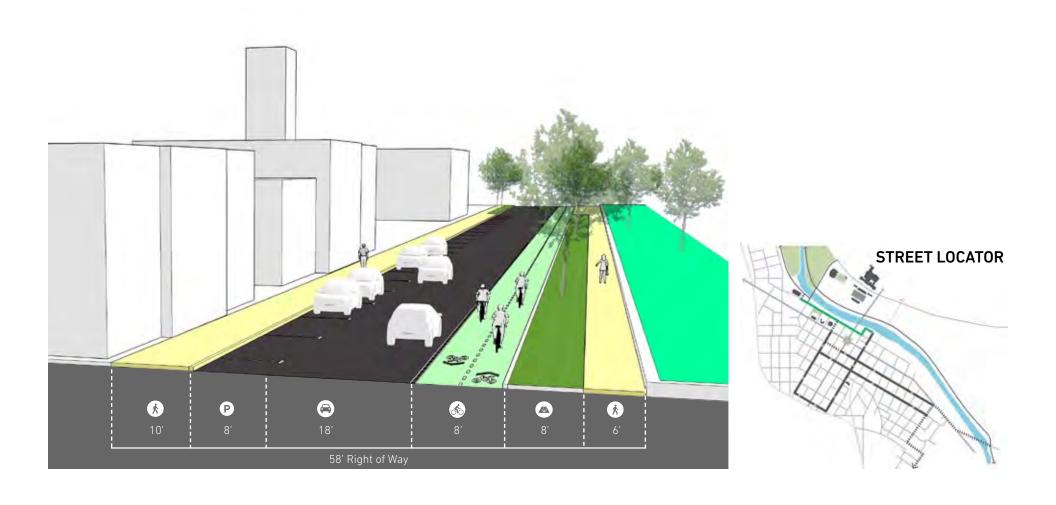
WATER STREET (EXISTING)







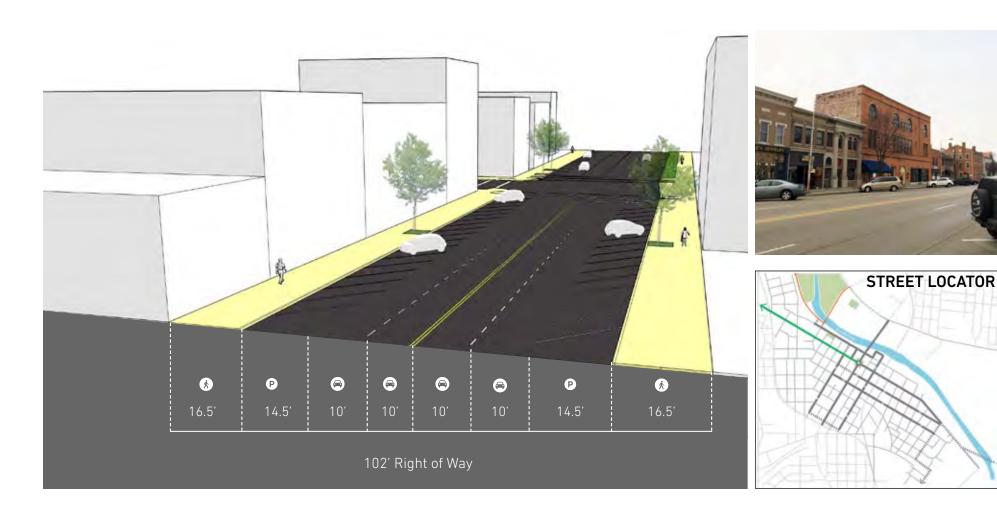
WATER STREET (INTERIM)



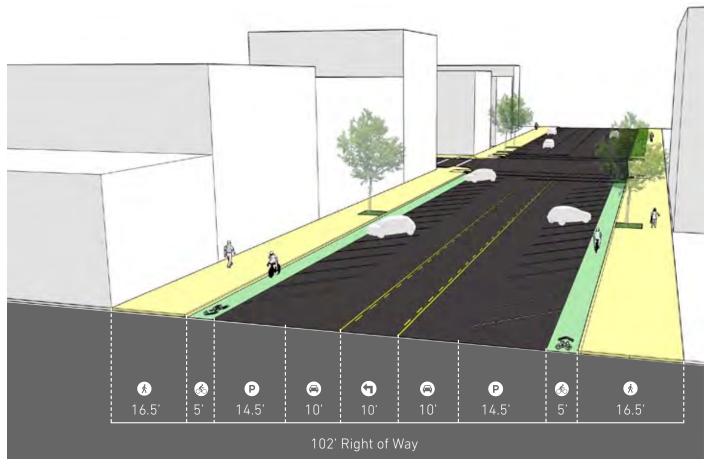
WATER STREET (PROPOSED)

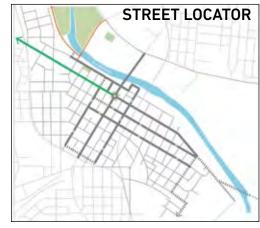


W. MAIN STREET AND MARKET STREET (EXISTING)

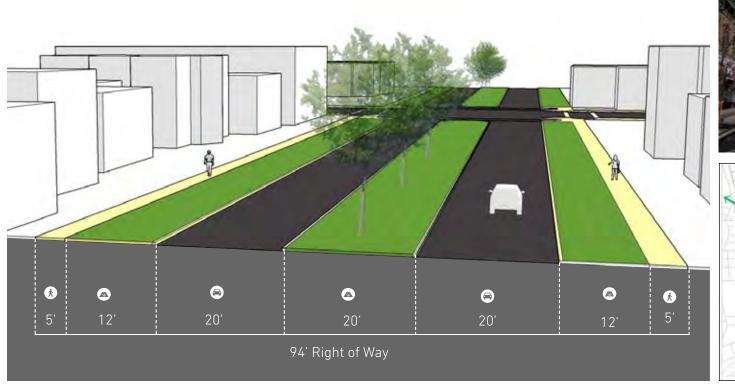


W. MAIN STREET AND MARKET STREET (PROPOSED)





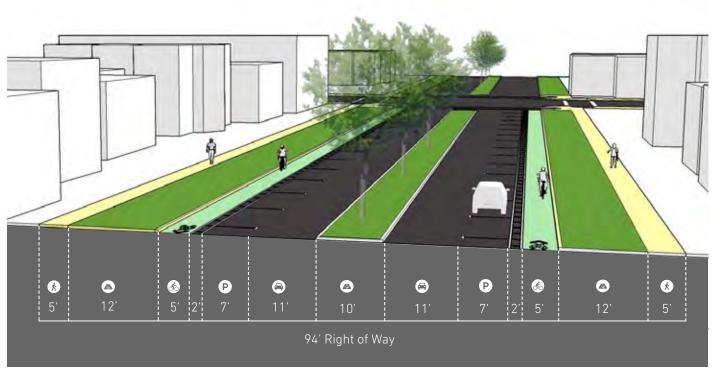
E. MAIN STREET (EXISTING)

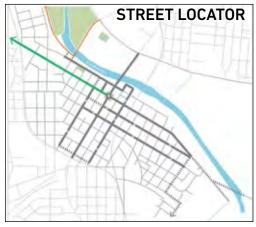




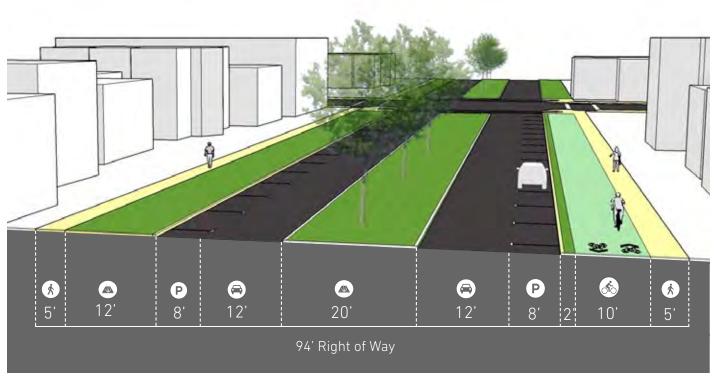


E. MAIN STREET (PROPOSED)



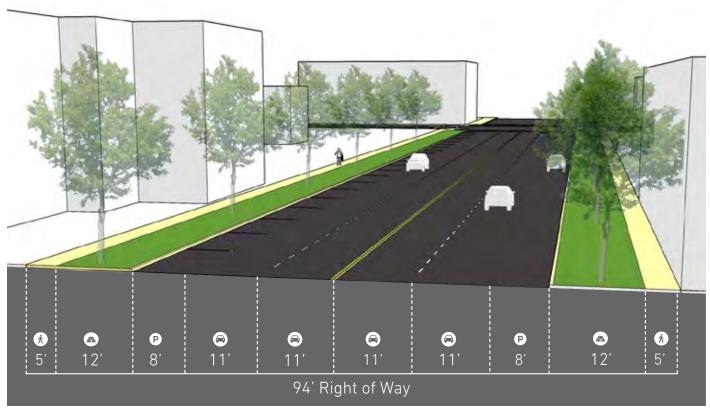


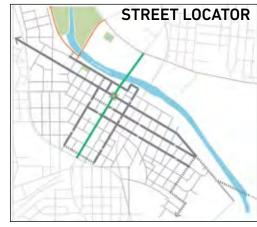
E. MAIN STREET (PROPOSED ALT)



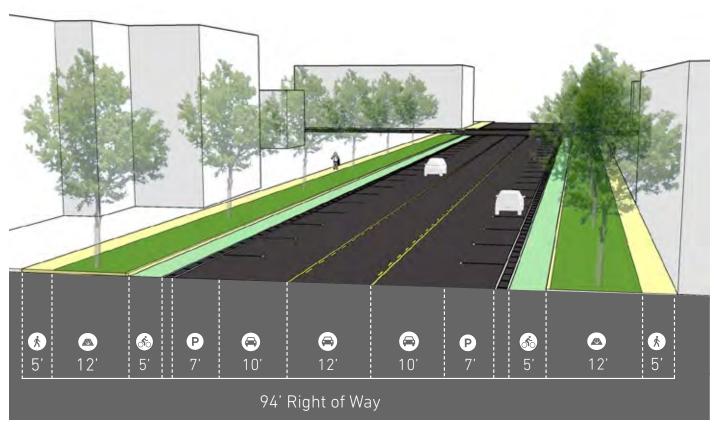


MARKET ST (SOUTH OF CANAL - EXISTING)





MARKET STREET (SOUTH OF CANAL - PROPOSED)





60' STREETS - PLUM, MULBERRY, CANAL, AND FRANKLIN (EXISTING)



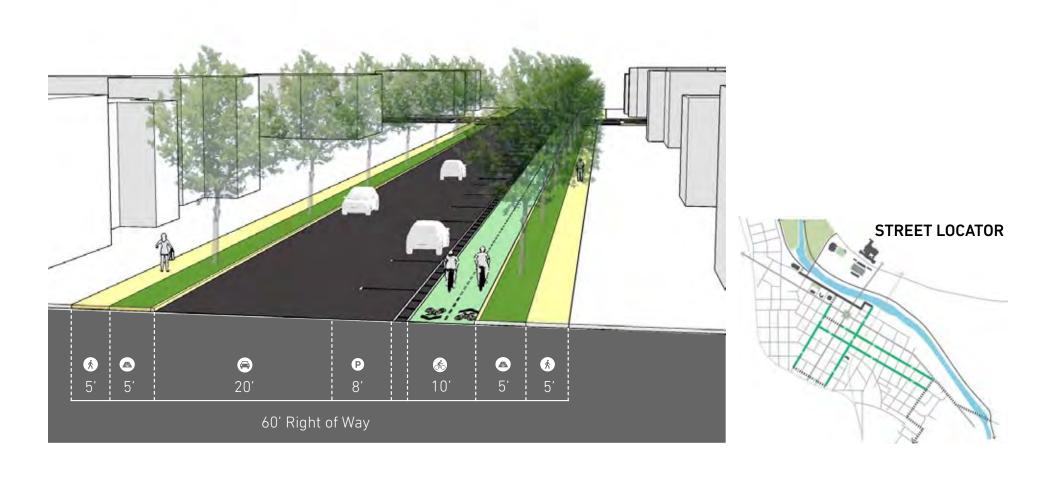




60' STREETS - PLUM, MULBERRY, CANAL, AND FRANKLIN (PROPOSED)



60' STREETS - PLUM, MULBERRY, CANAL, AND FRANKLIN (PROPOSED ALT)



60' STREETS - PLUM, MULBERRY, CANAL, AND FRANKLIN (PROPOSED ALT)



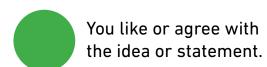
WHAT'S NEXT?

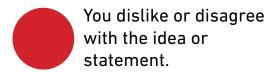
- 1. Confirm that we heard you correctly in first phase
- 2. Get feedback on and refine initial concepts and strategy
- 3. Illustrate and document key initiatives
- 4. Final Plan
- 5. Prototype projects

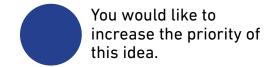
TONIGHT'S EXERCISE

There are a series of stations set up, with information from this presentation. We want to discuss your thoughts on the plan as it stands now and would like your feedback.

DOTS:







And there will be room to write comments directly on the board

